Santa Clara County
California

"THE VALLEY OF HEART'S DELIGHT"

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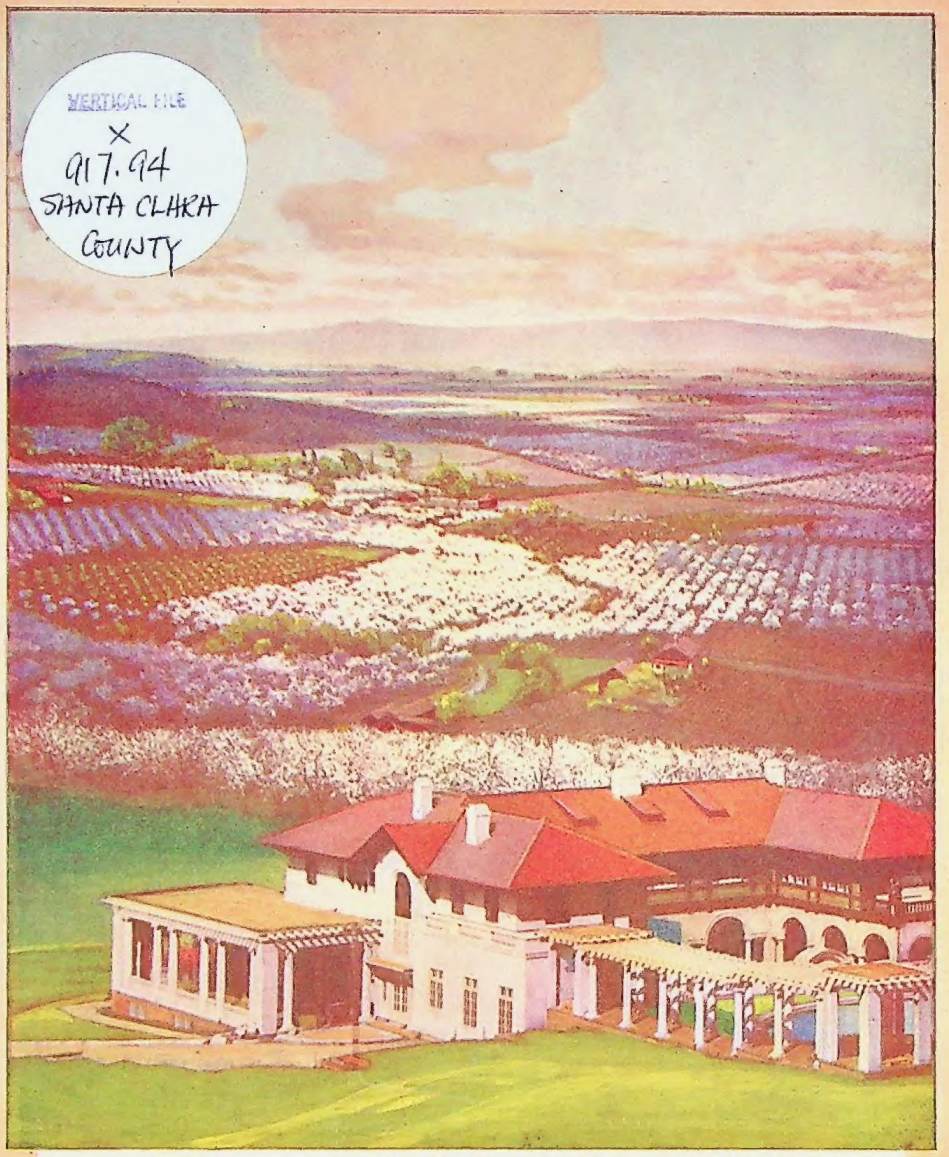
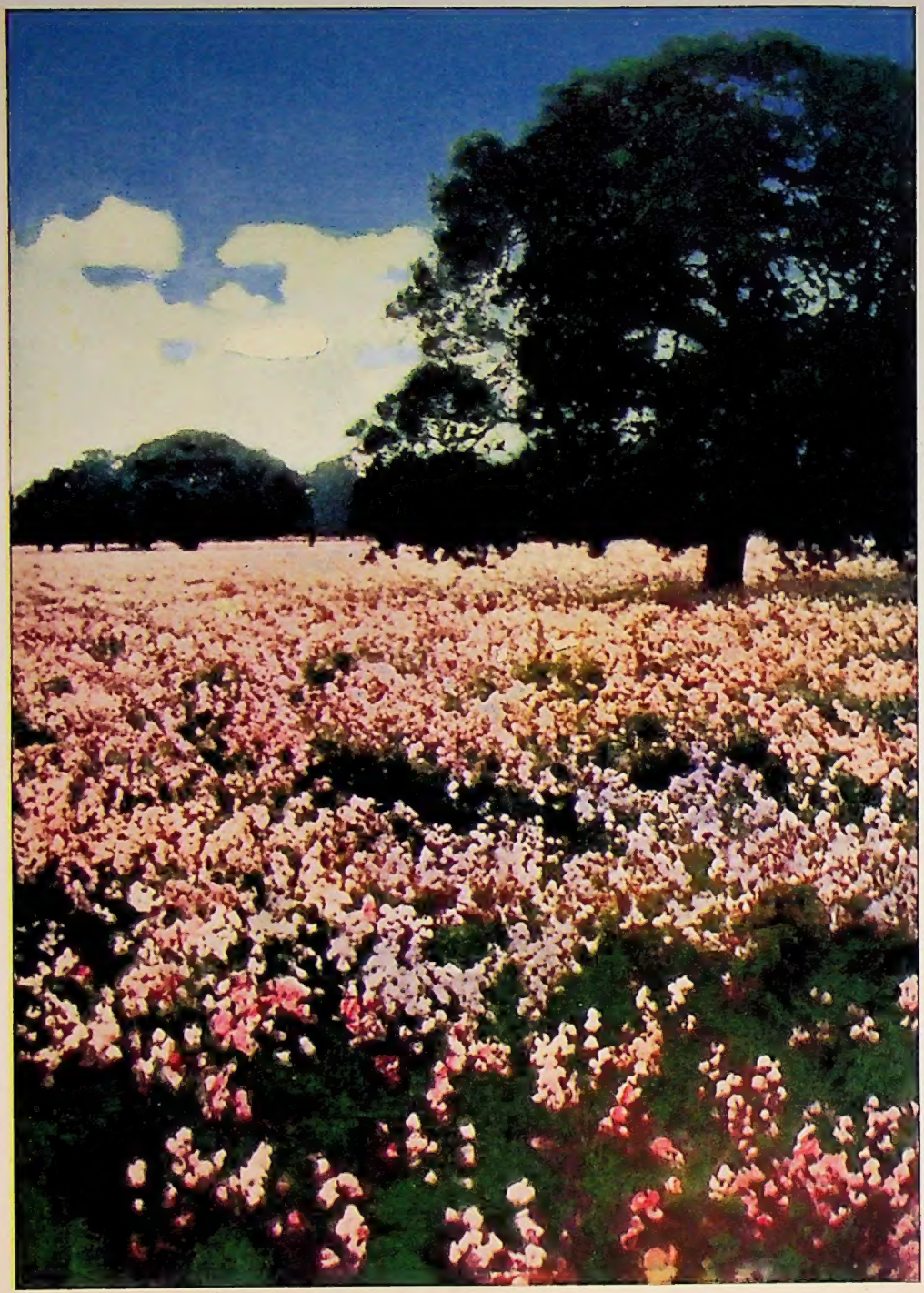
SANTA CLARA
COUNTY



IN MARCH THE SANTA CLARA VALLEY IS IN BLOSSOM



SANTA CLARA COUNTY HAS THE LARGEST SEED FARMS IN THE WORLD. GREAT FIELDS OF SWEET PEAS, LETTUCE, RADISHES, ONIONS, FLOWERS OF VARIOUS SORTS ADD TO THE GENERAL PICTURESQUENESS OF THIS MOST BEAUTIFUL VALLEY.

[*California Lands for Wealth*]
[*California Fruit for Health*]

Santa Clara County California

By Leigh Irvine

The following named public organizations of Santa Clara County will cheerfully furnish detailed information about their respective localities:—

Alum Rock Improvement Club	San Jose, California
Alviso Improvement Club	Alviso, California
Berryessa Improvement Club	Berryessa, California
Campbell Board of Trade	Campbell, California
Cupertino Improvement Club	Cupertino, California
Evergreen Improvement Club	Evergreen, California
Gilroy Chamber of Commerce	Gilroy, California
Linda Vista Improvement Club	San Jose, California
Los Altos Chamber of Commerce	Los Altos, California
Los Gatos Chamber of Commerce	Los Gatos, California
Mayfield Chamber of Commerce	Mayfield, California
Milpitas Chamber of Commerce	Milpitas, California
Morganhill Board of Trade	Morganhill, California
Mountain View Board of Trade	Mountain View, California
Palo Alto Chamber of Commerce	Palo Alto, California
San Jose Chamber of Commerce	San Jose, California
Santa Clara Commercial League	Santa Clara, California
Saratoga Improvement Association	Saratoga, California
Sunnyvale Chamber of Commerce	Sunnyvale, California
Willow Glen Improvement Club	San Jose, California

Issued by the
San Jose Chamber of Commerce
San Jose, California

IN SPRINGTIME ONE HUNDRED AND TWENTY-FIVE SQUARE MILES OF TREES ARE IN BLOSSOM

FRAGRANT BLOSSOMS THAT PROVIDE THE BREAKFAST TABLES OF THE WORLD WITH PRUNES

THE PURPOSE OF THIS BOOK

World travelers, lecturers, writers, statesmen, poets, artists, noted men in all walks of life have seen the Santa Clara Valley and have left their impressions in print, ecstatically gracious to the valley and its people. The lure of beautiful landscapes, of inspiring panoramas, of rugged mountains and fertile valleys, of comfortable homes, of blossom and fruit-laden orchards, of wealth, ease, contentment—these are strong upon the writer who would tell the world of Santa Clara County. But this booklet goes forth on a definite mission, to proclaim briefly and succinctly the real advantages of the "Valley of Heart's Delight" to the homeseeker and the settler, to whom facts will doubtless appeal far more than poetry and color. It is no easy task to put aside the desire to paint word-pictures of a far-famed land where scenery and climate alone are assets of inestimable value, but there are hard facts that obtrude when one considers moving to a new homeland. We shall therefore tell of things vitally necessary to the earnest inquirer, and we shall use a few quotation marks, for every locality is proud of the praiseworthy things which have been said about it.

AN APPRECIATION BY A GLOBE-TROTTER

E. Alexander Powell, F. R. G. S., world traveler and noted author, has thus vividly summed up the chief attractions and resources of the Santa Clara Valley:

"If you go to the Santa Clara Valley when I did, which was in March * * * you will find that the people of the valley are celebrating the

A CORNER OF A SANTA CLARA VALLEY PEAR ORCHARD IN FULL BLOSSOM

Feast of the Blossoms. It is a very beautiful festival, in which every man, woman and child in this fifty-mile-long garden of fruit and flowers takes part, but you cannot appreciate its true significance until you have climbed to a point on the slopes of the mountains which form the garden wall, where the whole enchanting panorama lies before you. Did you ever see one hundred and twenty-five square miles of vineyards and trees in snow-white blossom at one time? No, of course not, for nowhere else in all the world can such a sight be seen. I who have listened to the voice of spring on five continents and in more than five score countries assure you that it is worth the seeing. * * *

"Personally, I shall always think of the Santa Clara as a sleeping maiden, fragrant with perfume and intoxicatingly beautiful, lying in a carven bed formed by the mountains of Santa Cruz, curtained by fleecy clouds; her coverlet of eiderdown, tinted with rose, quilted with green, edged with yellow; her pillow the sun-kissed water of San Francisco Bay. When you come closer, however, you find that the coverlet which conceals her gracious form is in reality an expanse of fragrant blossoms; that the green tufts are the live-oaks which rise at intervals above the orchards of cherry, peach and prune; and that the yellow edging is the California poppies which clothe the encircling hills.

"Sentimentally and commercially, it is fitting that the people of the Santa Clara Valley should celebrate the coming of the blossoms, for they are at once its chief beauty and its chief wealth. In a single season these white and fragrant blossoms have provided the breakfast tables of the world with 130,000,000 pounds of prunes, to say nothing of those luscious

HIGHWAYS BORDERED WITH ORCHARDS OF APRICOTS, PEACHES, PEARS AND CHERRIES

apricots, peaches, pears and cherries which beckon temptingly from grocers' windows and hotel buffets from Salt Lake City around to Shanghai. No other single fruit of any region, not even the fig of Smyrna, the date of Tunis, the olive of Spain, or the currant of Greece, is so widely distributed as the prune of the Santa Clara Valley. The people of the valley * * * will tell you that there are something over one hundred square miles of land in the valley planted to prunes, and that there are more prune trees in that area than there are people in all the New England states put together. * * * *

"Ceres makes her annual appearance in February with artichokes—the ones that are priced at a dollar a portion on the menus of New York's fashionable hotels; in March the people of the valley are having spring peas with their lamb chops; April brings strawberries which are equaled only by those pictured in Peter Henderson's seed catalogue; in May the cherry-pickers are at work; the local churches hold peaches-and-cream sociables in June; by the ides of July the valley roads are alive with teams hauling cases of pears, plums and apricots to the railway stations; August, being the month of PRUNES, is marked with red on the Santa Clara calendars; September finds the presses working overtime turning grapes into wine; in October the men are at work in the orchards picking apples and the women are at work in the kitchens baking apple pies; the huge English walnuts which wind up dinners half the world around are harvested in November; while in December and January the prodigal goddess interrupts her bounty just long enough to let the fortunate worshipers at her shrine

THE AVERAGE YIELD OF PRUNES IN THE SANTA CLARA VALLEY IS A HUNDRED MILLION POUNDS OR ONE-HALF THE ENTIRE OUTPUT OF THE UNITED STATES

FEW CROPS YIELD AS HANDSOMELY AS CHERRIES. CALIFORNIA CHERRIES ARE THE BIG HIGH-PRICED WHITE AND BLACK ONES ON THE FRUIT STANDS

INDIVIDUAL PRUNE TREES HAVE BEEN KNOWN TO YIELD OVER A THOUSAND POUNDS OF GREEN FRUIT

observe the midwinter holidays. After such a recital it needs no saying that the valley boasts both the largest fruit-drying houses and the largest fruit canneries in the world."

A beautiful tribute to a beautiful valley!

SANTA CLARA COUNTY

Do you fully understand what it means when the statement is seriously made that flowers bloom the year round and that something is ripening every month of the year in a state—in a valley—anywhere? Santa Clara County may boast of semi-tropical vegetation—oranges, lemons, fruits and flowers growing riotously the year round. Now this does not mean that Santa Clara is an orange and lemon county, for it is not. Nor does it mean that a man once raised one hundred oranges or as many lemons in the Santa Clara Valley; it means that there are thermal belts where these fruits grow—the county is not seeking however to prove that it is a lemon and citrus fruit home. The fact that these fruits grow here is an index of climatical conditions and the range of vegetation possible. This semi-tropical valley is rich in orchards and gardens, alive with horticultural and agricultural possibilities and actualities.

Santa Clara is the undisputed horticultural county of California. The variety and quality of the crops are unsurpassed in extent and value in any corresponding area in the United States. Excellent lands suitable for a wide variety of uses are adjacent and in easy reach of the many prosperous towns of the county. The range of things that grow, and grow

SECOND IN IMPORTANCE IN THE SANTA CLARA VALLEY IS THE PRODUCTION OF APRICOTS

profitably, runs from prunes, plums, apples, pears, peaches, apricots, cherries, olives, almonds, walnuts to oranges, lemons and grapes. Both wine and table grapes thrive. The county's wines and champagnes are famous.

Though called the garden-spot of California, this phase should not be interpreted to make gardening more important than fruit raising, for fruit raising is the prime industry. Timber, cattle raising, dairying and sundry industries have played, and still play, an important part in the business life of the population, though the days of wheat raising, grazing and timber culture are passing rapidly. Lands so fertile and so adaptable to fruits and vegetables cannot, in a section that is being rapidly populated, be given over to any industry other than one that is intensive. The small farm is the unit here. Within the limits of the county there is practically no waste land. It is interesting to bear in mind that much of the poorer and rougher land compares more than favorably with some of the best acreage in the eastern states.

Bee keeping, poultry raising and dairying are important industries, while the growing of garden and vegetable seeds is one of the big industries of the county. Seven thousand acres of seed gardens are scattered through the valley. Pheasants, turkeys, geese, chickens, squabs and ducks are raised with profit. Of fruit and vegetables the output in 1912 was valued at twelve million dollars, half a million dollars was made from poultry, as much from dairying, more from grapes, and fortunes were made from other fruits.

Santa Clara County's position is such as to afford it many climatic and

THERE ARE TEN THOUSAND ACRES OF BEARING VINES IN THE VALLEY

topographic advantages in addition to its scenic and soil resources. The county is bounded on the north by Alameda and San Mateo counties and a portion of the picturesque bay of San Francisco. To the east lie Stanislaus and Merced counties, to the south San Benito County, to the west Santa Cruz and San Mateo. Fifty miles approximates its average length. It is but thirty miles from western to eastern boundary. There are 867,200 acres in the county, or almost 1,355 square miles. The land embraced includes all the variations from level valley to rolling foothills, acres suitable for the production of cereals, vegetables, fruits and grains.

Extensive deposits of cinnabar make an interesting feature of the mountain ranges of the county.

Redwood, oak, and madrona grow in the canyons and on the hills, but the march of civilization has thinned the original forests. There are several small valleys and canyons in the county, where are the homes of many well-to-do settlers.

Through the center of the county runs a beautiful valley, marvelous for its fertility, long famous as the namesake of the county. On the west the Coast Range shelters the valley from the robust winds and fogs that blow from far out on the Pacific, while on the east a wall of high mountains, on one peak of which, Mount Hamilton, is the home of the Lick Observatory, protects from the keen winds of the high Sierras. A portion of the northern extremity of the county is skirted by San Francisco Bay, connected with which navigable sloughs and creeks intersect its shore and penetrate to a considerable distance inland. Eventually canals will bring San Jose within easy reach of the ocean trade of the world. Already the Government,

THE LOW ROLLING FOOTHILLS ARE TREASURE HOUSES OF ORCHARDS AND VINEYARDS

recognizing the claims of Santa Clara County, has taken action looking toward the establishment of the long-sought port. The county abounds in sightly towns—some in the valley, some in the foothills. Dividing the valley into a mosaic of a thousand pieces, run four hundred miles of sprinkled roads. From a height these roads appear like a veil of many lines thrown on the floor of the valley. Great highways are either under construction or contemplation. El Camino Real, the King's Highway, a stretch of the California State Highway System, for which the state appropriated $18,000,000, and which runs from San Francisco to San Diego, passes directly through the county. This path of the Mission padres is being paved its length; both scenically and historically it will be one of the world's great highways, as smooth and drainable as a ship's deck.

Those who want fresh air and freedom and a farm that will work while they sleep will do well to investigate Santa Clara's offerings. Proximity of population always increases land values, and the right investment in Santa Clara County will earn money faster than a man can make it by working. The county offers every advantage of a faultless climate, the exhilaration of balmy air and the perpetual charm of temperate seasons.

San Francisco is less than thirty miles from the northern boundary of the county and fifty miles from San Jose. The men who sit in the "watch-towers" tell us that San Francisco's population will reach the million mark within a few years. The Panama Canal will make San Francisco one of the world's largest cities. It will become one of the three rate-making bases of the world. Ocean-carrying trade will seek it, great factories will come. The vast army of settlers will soon be on the march; great steamship

THESE ARE THE FIELDS WHERE ARE PROPAGATED SWEET PEA SEEDS THAT MAKE FRAGRANT AND BEAUTIFUL THE FLOWER GARDENS OF THE NATION

lines from all parts of the world will come through the Golden Gate, thousands of new homes will be demanded in areas adjacent to San Francisco, and every effort will be made to obtain sites where climatic and scenic advantages are predominant. This will create a pressing demand for such acreages as those now obtainable on easy terms in the Santa Clara Valley. It requires but little imagination to realize that Santa Clara County—a great orchard and a great garden next to a vast city—will be rarely equalled for safe investment. Those possessed of foresight will not linger until the crowd is on the march, for then a swift advance in prices is inevitable. The homeseeker can readily estimate the future value of an investment in this county when the Panama Canal is finished!

THE WEATHER AND THE FARMER

Winter and summer in Santa Clara County are distinguished more by rain or its absence than by abrupt changes in temperature. Winter falls gently. November's soft browns herald the coming rains. By February the emeralds of spring cover the valleys and the rolling hills. Winter is never a period of storm and frost, or blizzards and fear. It is the seed time that heralds the voluptuous growth of spring, the season that is rich with the prophecy of hopeful husbandry. The change of seasons brings no fear of heat, no dread of cold.

Many who read this book will ask just why the climate of the valley has so many economic advantages as to have made the county famous. A few words from a scientist, skilled in climatology, who views the question through trained eyes, without bias or prejudice, are of value. Here is the opinion of Professor Alexander G. McAdie, of the United States Weather Bureau, San Francisco—a wonderful verdict for Santa Clara County:

"The farmer in the Santa Clara Valley is not subject to the vicissitudes of weather which farmers in other portions of the United States must meet. With the exception of light frosts in the late spring and in some years heavy frosts in the early spring, which may injure fruit in blossom, there are no really serious drawbacks in the matter of weather.

"Of late years the drying of apricots, peaches and prunes has assumed considerable proportions, and untimely showers in the late summer months or early fall months can do damage to fruit exposed on trays; but with these exceptions the fruit grower has less to fear from weather changes than in other parts of the country, and, indeed, in other parts of California. The reason for this exemption is in large measure the proximity of the valley to the sea.

"The mean annual temperature of the valley is about fifty-eight degrees; and the coldest month, January, has a mean temperature of about forty-eight degrees, while the warmest, July, has a mean temperature of about sixty-seven degrees. Temperatures exceeding one hundred degrees seldom occur; but summer afternoon temperatures of ninety degrees are not infrequent.

THE MONEY-MAKING CROPS

There are many crops that bring splendid results—peaches, apricots, cherries, pears, prunes, alfalfa, onion seed, grapes and dairy products. The prune leads all other fruits in Santa Clara County. It is the big crop,

THE DAIRYING INDUSTRY OF THE COUNTY IS INCREASING. THIS SCENE IS NEAR GILROY

the money-making, the home-making crop. The county produces one-half the entire prune crop of America.

The prune is a very certain and a very prolific bearer. It will usually give some fruit the fourth season from planting and rarely misses a crop. Individual trees have been known to yield from 1,100 to 1,300 pounds of green fruit to the tree. Conditions have much to do with the output of fruit, but a fair average orchard will yield from 200 to 300 pounds of fresh fruit per tree, which when cured, will give from fifty to one hundred pounds of marketable prunes, or from 5,000 to 8,000 pounds to the acre.

A few definite examples will doubtless prove of value to the homeseeker of practical habits. The famous Glen Una prune ranch affords an example of what can be done on a large scale. This superb property is close to Los Gatos, 700 feet above sea-level, far above the frost belt. It consists of 700 acres, about half of which is orchard, principally prunes, doubtless the best-equipped prune ranch in the United States. Its dried prunes always bring the highest price in the New York market. J. D. Farwell, manager of the ranch, says it has yielded as high as 1,100 tons of prunes in one season. Since it was planted, some years ago, it has produced fruit to the value of $750,000.

A. Anderson has an apricot orchard which has yielded an average income of $160.27 an acre during the last twelve years.

Charles H. Caldwell realized $15,913.59 from twenty-eight acres during the five years from 1907 to 1911 inclusive.

Growers have realized from $250 to $350 an acre for cherries during a long series of years.

WHILE NOT LARGELY GROWN, ALFALFA IS A MONEY-MAKER, ESPECIALLY WITH THE DAIRY

William M. Herold has twenty acres of orchard on the Regnart Road, which he purchased in 1892 for $10,000. There are eighteen acres of prunes, two acres of apricots and a few peach trees. During the twenty-one years of ownership this orchard has netted an average of 9.44 per cent annually. The place is not irrigated. There are no buildings on the ranch, and all the labor has been hired and a proper allowance made on the expense side of the ledger for the time devoted by the owner to superintendence.

Fred Millard has one hundred and fifty early Crawford peach trees (exactly one and two-thirds acres), the gross returns from which for four years have been $375 per year. Mr. Millard estimates his expenses as follows: Plowing and cultivating, $15; pruning, $30; thinning, $30; picking fourteen tons at $2.50 per ton, $35; drying, $50; total, $160; interest on $500 at six per cent, $30; grand total, $190. This expense taken from the gross returns leaves the net returns at $185 for the one and two-thirds acres, or $100 per acre. The orchard has never been irrigated, the rainfall in this locality having been sufficient to mature the fruit.

The experience of Louis L. Norton may be of interest and value to others who anticipate becoming residents of the Santa Clara Valley. Mr. Norton says:

"Four years ago I became tired of the constantly increasing cares and troubles of mercantile life in a large eastern city and the disagreeable winter climate of New England.

"I came West and spent the better part of a year in search of a small ranch in a valley where the climate was good, the soil productive and city advantages near.

HARVESTING A CROP OF ONION SEED. THE GROWING OF GARDEN AND VEGETABLE SEEDS IS ONE OF THE BIG INDUSTRIES OF THE COUNTY

"After searching the whole Pacific West I decided to locate in the Santa Clara Valley and bought a fifteen-acre prune and apricot orchard four miles west of San Jose.

"I knew nothing about agriculture, but began by reading the abundant literature issued by the Government and the State Colleges of Agriculture. I talked to and asked the advice of all the practical orchardists in the neighborhood.

"For three years everything known to modern science and practice has been done on this orchard, and, while many mistakes have been made, the net results have been very gratifying. The orchard was once a splendid one, but was much run down by reason of several years neglect of the former owner. For the past three years the orchard has had thorough cultivation, has been effectively sprayed and scientifically pruned and fertilized. The work has all been done by hired help, doing just enough light work myself for healthful exercise.

"The crops were light the first year, better the second, and big the third.

"I keep a double entry set of books with the same care and accuracy as any large mercantile house and can tell to a penny the cost of pruning, fertilizing, irrigating, plowing and spraying per pound of fruit produced.

"The gross value of all fruit for three years totals $8,450, the gross orchard expenses $4,252. Twelve acres only of the ranch are in orchard, so the net gain per acre per year would be $116.58.

"I have a very complete and perfectly equipped poultry plant with a capacity of six hundred laying hens. It is not intended for gain, but is a part of the fertilizing system. It is designed for labor-saving efficiency from a business man's standpoint. The poultry plant shows a substantial gain in addition to its value for fertilizer.

"The ranch is now on a solid basis of earning capacity. Each succeeding year will show a decreased expense and an increased yield of fruit. I look forward to a net gain per acre of $150 year after year.

"My family and self are well pleased with the Santa Clara Valley. We are continually charmed with its beauty and are enjoying health and vigor which outdoor life in this incomparable climate has given us."

A well-known citizen of San Jose, whose name will be supplied by the Chamber of Commerce, a few years ago purchased an orchard as an investment. He has fifteen acres planted to cherries, apricots and prunes. The cherries are not all in full bearing, but the 1912 crop yielded 3,200 boxes packed and shipped. The apricots and prunes were sold on the trees, bringing $2,300 and four walnut trees yielded $68. The total gross revenue of the orchard for the year 1912 was $6,800. This orchard has safely averaged a net income to its owner of never less than $3,600 annually for the past several years, and with the young cherry trees coming into bearing this revenue must necessarily be increased. This orchard is located in the Willows district, one of the suburbs of San Jose, and is not over three miles from the center of the city.

More prunes, cherries and apricots are raised in Santa Clara County than in any county in the United States. Fruits shipped to Covent Garden, London, and other discriminating markets, bring the highest prices in the world.

Santa Clara County's dried prunes, peaches, apricots, and pears, command the world's markets. The value of the home fruit crop, tree and vine, is not less than $12,000,000 annually.

FEW SECTIONS OF THE NATION ARE SO ADAPTABLE TO POULTRY RAISING

The wines of the valley have captured prizes at Paris, Buffalo and St. Louis, gold medals testifying to their merit. Splendid champagne is made in San Jose, wine that wins the highest praise from experts.

The Santa Clara Valley has the greatest seed farms in the world. Lettuce, radish and onion seeds, and flower seeds are grown with profit. Eastern seed firms buy Santa Clara County seeds by the carload and sell them by the ounce. The United States Government annually obtains several carloads of seed from Santa Clara County for free distribution.

VALUE OF PRODUCTS

There are few, perhaps no equal, areas in the United States or any other country whose products equal those of the area farmed in the Santa Clara Valley. The most authentic figures of production are those of the United States census, the latest of which are, of course, the 1910 figures. If the area covered by Santa Clara County was as great as that of some other counties in California there is no question but that this county would lead all others in value of products. The number of fruit trees and vines in the county is about as follows:

Apple	51,150	Quince	2,740
Apricot	588,400	Other kinds	426,500
Cherry	393,000		
Fig	3,000	Total	8,271,342
Lemon	960		
Nectarine	1,432	Almond	26,550
Olive	16,500	Walnut	16,400
Orange	1,960		
Peach	651,100	Total	42,950
Pear	146,700		
Plum	294,400		
Prune	5,690,500	Grapevines, all kinds	9,720 acres.

A PORTICO CANOPY OF FIFTEEN HUNDRED POUNDS OF MISSION GRAPES ON A SINGLE STALK

The United States census of 1910 gives the value of farm property at $67,187,546; of domestic animals, poultry and bees $3,236,767. There were 46,030 head of cattle, valued at $1,218,607; 15,816 horses and colts were valued at $1,763,731; mules and colts to the value of $29,026; swine valued at $61,121; sheep valued at $32,553; goats valued at $665; poultry of all kinds valued at $122,999; and bees valued at $8,615 were a part of the county's wealth.

In addition to the census figures county statistics show that in 1910 there was an income from chickens and eggs amounting to $550,500; from forest products amounting to $1,610,000; from alfalfa and grasses, $228,000; from live stock, $1,257,885; from the dairying industry, $456,900. Dairying products for the year ending September 30th, 1911, totaled butter 137,192 pounds, cheese 475,248 pounds. In 1910 the total mineral product of the county amounted to $420,782, of which quicksilver brought in $182,719. The cattle and hog industry exceeded $750,000. The value of country real estate has reached $26,000,000 and the improvements thereon are valued at $9,000,000. There are 4,731 farms in the county. The total value of county property exceeded $76,000,000.

Pages of this booklet might be given up to figures. There value is perhaps questionable to the homeseeker except to indicate the wonderful fertility and matchless resources of the county. Suffice it to say that there are few valleys or counties of equal area anywhere in the world that produce such prolific crops as are grown in the great Santa Clara Valley.

ROSE VINES FREQUENTLY CLIMB TO THE TOP-MOST BRANCHES OF FULL-GROWN TREES

PRODUCTS GROWN AND SHIPPED DURING 1912

Dried Products

Almonds	160 Tons
Walnuts	200 "
Apricots	7,000 "
Beans	500 "
Onions	410 "
Pears	100 "
Peaches	3,500 "
Prunes	55,000 "

Green Products

Pears	3,000 Tons
Corn	1,000 "
Cherries	2,813 "
Grapes	1,189 "
Lemons	1,620 Boxes
Oranges	1,500 "
Peaches	7,500 Tons
Apples	10,000 "
Apricots	5,000 "
Asparagus	3,750 "
Berries	4,000 "
Beets	160 Tons
Cabbage	225 "
Celery	200 "
Cauliflower	100 "

Canned Goods in Cases

Peas	175,000 Cases
String Beans	15,000 "
Apples	18,000 "
Apricots	260,000 "
Cherries	52,000 "
Grapes	7,000 "
Pears	227,000 "
Plums	63,000 "
Peaches	358,000 "
Tomatoes	690,000 "
Alcohol	2,000,000 Gallons
Beer	95,000 Barrels
Brandy	500,000 Gallons
Dry Wines	1,000,000 "
Sweet Wines	30,000 "
Champagne	500,000 Bottles

POPULATION AND LAND VALUES

The population of Santa Clara County, according to the United States census of 1910, was 83,539 as against 60,216 in 1900. There has been a steady growth ever since 1910, and the prospect of the completion of the Canal has stimulated inquiry.

There is a marked tendency to cut up the large holdings so that desirable persons may obtain home ranches, places large enough for comfort and convenience, large enough to afford a good living to the owner, and not so large as to become a burden. Men and women seeking comfort and a good income on from ten to forty acres are growing more numerous each year. In 1900 there were 3,995 farms in the county; in 1910 there were 4,731. Many have heard the call of three acres and liberty, and a marked activity in subdividing has resulted. The cutting up process is a wholesome one, and it is being encouraged. A few figures tell the story: There are 773 farms of less than nine acres; 1,186 of from ten to nineteen acres; 1,317 running from twenty to forty-nine acres; and only 562 of from fifty to ninety-nine acres. The fact that so many persons select the small farm indicates the fertility of the soil, also that there are chances for persons of moderate means. There would be a growth away from small farms if they did not prove profitable, for the population here is not a poor one. Many dwell on small places and are happy with an income that makes a comfortable living.

INDUCEMENTS FOR SETTLERS

Those at home think they appreciate the Santa Clara Valley, but the highest praise has always come from those from afar. When the visitor who knows conditions elsewhere realizes the superb advantages that are offered in this semi-tropic land, he is surprised that Californians have often failed to realize their opportunities.

That California is destined to have a growth undreamt of by the masses is admitted by students of the trade currents of the world.

John Isaac, for a long time associated with the entomological and horticultural departments of California, an acute student of economic and horticultural conditions, foresaw the conditions that will bless investors when he wrote as follows:

SUCH FASCINATING SCENES ARE TO BE FOUND ON MANY PRIVATE ESTATES

"Great opportunities are still offered here for both investment and settlement. In this Santa Clara Valley there are chances for the Eastern and Continental immigrant to obtain homes for low prices, prices that will increase in value with every year that passes and which will insure them comfortable homes and good incomes, if they are the right kind of men, and the world is full of the right kind.

"You have been in California and seen its growth for many years past! You have seen land all around you steadily advancing in value! Look back over the history of the section in which you live, and from that history cast the horoscope of the future. Is it not probable that the advance which has been going on for so long will continue? Is it not probable that it will increase with greatly accelerated ratio with the causes which are pushing us forward? Do you not owe it to yourself to take advantage of the opportunity which is now being offered? The tide in your affairs is coming on with a rush, and as soon as possible you should get some of the land which you are making valuable. There are opportunities today for securing California lands which will not exist to the same extent five years from now."

EDUCATIONAL FACILITIES IN SANTA CLARA COUNTY

One writer sums up the educational facilities of the county concisely, thus:

"If there is anywhere a royal road to learning it is the fifty-mile-long one which meanders up the Santa Clara Valley, for there are more schoolhouses

CAN YOU IMAGINE A MORE DELIGHTFUL SETTING FOR A HOME?

scattered along it than there are milestones, and they're not the little red schoolhouses of which our grandfathers brag either. Every time our motor-car swung around the corner of a prune orchard we were pretty certain to find a schoolhouse nestling among the blossoms: a schoolhouse of stucco, usually in the Mission style of architecture, overrun with climbing roses and honeysuckles and wistaria, and with the name of some great educator over the door. The youngster who wants to travel along the royal road to knowledge can commence his journey in one of the stucco schoolhouses at Gilroy, which is at the southern portal to the valley; the second stage will take him up to the great high school at San Jose, which is so extensive and handsome and completely equipped that it would make several of the famous New England colleges feel shamefaced and embarrassed; the final stage along this intellectual highway is only eighteen miles and ends at Palo Alto, amid whose live-oaks rise the yellow towers and red-tiled roofs of that great university which Leland Stanford, statesman and railway builder, founded in memory of the son he lost, and which he endowed with the whole of his enormous fortune. It is one of the great universities of the world, is Leland Stanford Junior, and with its cloistered quadrangles, its wonderful mosaic facades, and its semi-tropical surroundings, certainly one of the most beautiful. It stands, fittingly enough, at the valley's northern gateway, and at the end, both literally and metaphorically, of the royal road to learning, so that the valley-bred youth, who passes through its doors with his sheepskin in his pocket finds himself on the threshold of that great outside world for which, without leaving his native valley, he has been prepared."

CALIFORNIA'S EIGHTEEN-MILLION-DOLLAR STATE HIGHWAY BISECTS THE COUNTY

Santa Clara County is thoroughly up to date in the facilities for educating the school children of the county. Every center of population has a splendid school system with complete courses in both the grammar and high school grades. There are, too, placed at convenient distances excellently equipped and thoroughly modern district schoolhouses. San Jose, the county seat, possesses a high school that is not only the pride of Santa Clara County people but of all California, a model of its kind. San Jose is indeed an educational metropolis. In addition to the public, elementary and high schools of the city, there is located within the city the San Jose State Normal School with its beautiful new buildings; Santa Clara University is but three miles away, and Stanford University within a twenty-minute ride on the train. Numerous private and sectarian institutions of a high standing are located within the city itself.

THE PUBLIC SCHOOLS OF SAN JOSE

San Jose has nine large elementary schools in which 123 teachers preside over the destinies of 6,500 pupils. The San Jose High School has an enrolment of 1,307 students and a teaching force of forty-six. Five of the school buildings are new and are constructed along modern Mission lines. The other buildings have been so added to and equipped that they also are up to date in every particular.

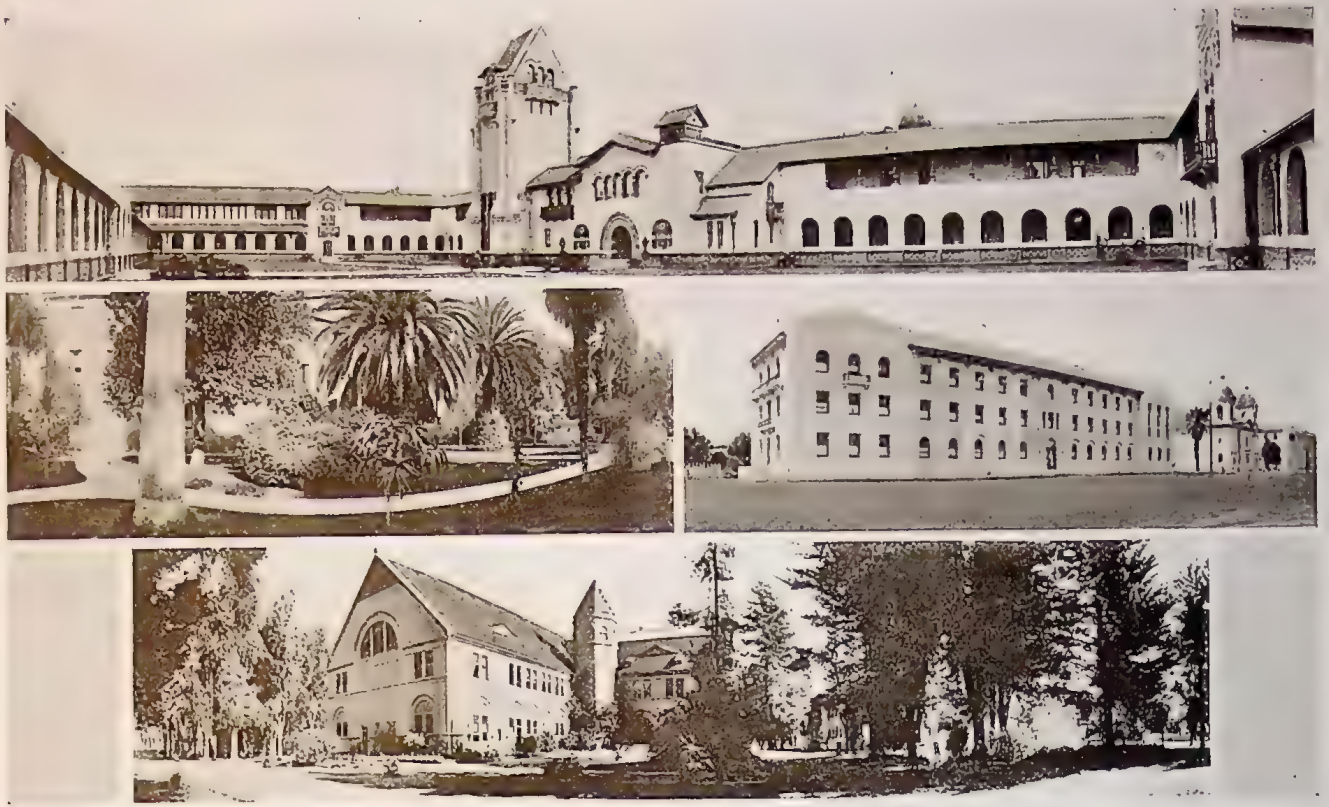
Playgrounds are constantly being added to each school by the purchase of territory contiguous to the buildings. Land to the value of $30,500 has been purchased during the past three years for playground purposes.

THE ALAMEDA, A FAVORITE DRIVE FOR AUTOMOBILES AND PLEASURE VEHICLES

A feature not possible in many other sections of the country is the convertible open-air school buildings erected to accommodate the overplus from increased attendance. So successful has been the experiments of the Board of Education with these buildings that the decision has been reached to construct all future buildings along this line. Last year the department constructed a spacious four-room building and the results were so satisfactory that two more similar buildings have been erected. Fresh air is conducive to the best physical and educational developments and San Jose appreciates this fact, and especially appreciable is such a system in the ideal climatic environment of the Santa Clara Valley.

A feature of the schools of San Jose is the consideration given the health of the children. Sanitary conditions prevail in every department, drinking fountains have taken the place of the cup. A thorough system of medical examination carried on only with the parent's consent makes it imperative for every pupil to be thoroughly examined by a competent physician or the family physician of the pupil, and operations when necessary are attended to by the school physician where the parents, because of financial inability, are not able to meet the expense. An average of sixty cases of this kind are handled annually. The department operates a free dental infirmary for those children whose parents cannot afford to pay for such services. Thirty-eight San Jose dentists have magnanimously donated a half day each two months to the handling of such cases, and attention has been given to the needs of two hundred and nineteen children during the past year.

Each building has its own complete industrial department. The supervisors and assistant supervisors are teachers trained in the best technical



GLIMPSES OF SAN JOSE STATE NORMAL SCHOOL, NOTRE DAME COLLEGE, SANTA CLARA UNIVERSITY AND COLLEGE OF THE PACIFIC

schools of the country. In the high school courses are given in woodworking, which includes bench work and furniture making, pattern making and wood turning, carpentry and building; in arts and crafts, which includes stenciling and block printing, leather work, copper and jewelry work and book binding; in mechanical drawing, covering the field of geometric drawing and instrument practice and machine and architectural drawing; in domestic science and household economy, where advanced instruction is given in cooking and sewing, in the making of garments and in dress cutting and fitting and in millinery.

SANTA CLARA UNIVERSITY

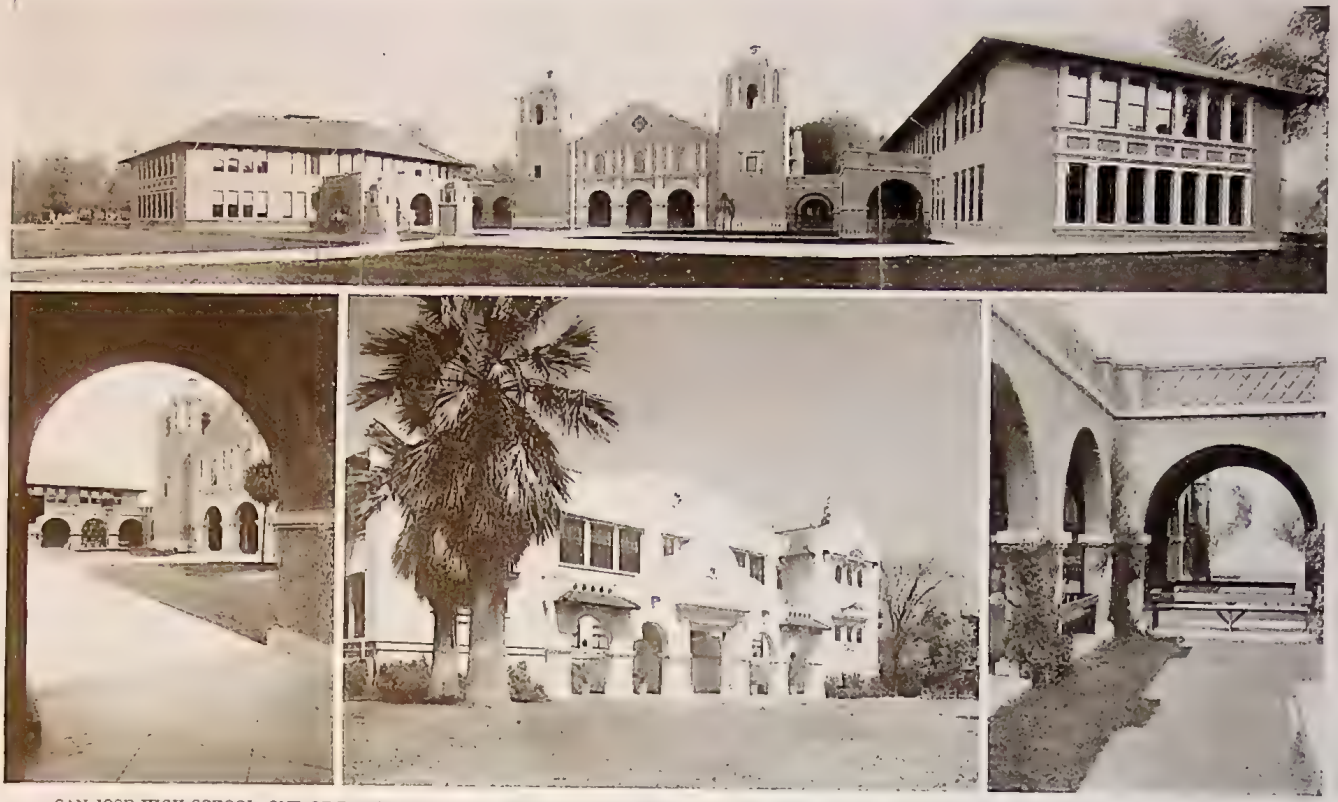
Santa Clara University is one of the oldest and best known educational institutions in the West. It is located on the site of the historic Santa Clara Mission in the beautiful town of Santa Clara. The university was founded March 19, 1851, by Rev. John Nobili of the Society of Jesus and was chartered by the state of California, April 28, 1855, with all the rights and privileges of a university. The main buildings of the institution face upon an ideal college park of twenty acres, in the center of which stands the famous Mission cross erected by the Franciscan followers of Junipero Serra, January 12, 1777. The ancient Mission buildings with their gray adobe walls and red tile roofs housed faculty and students in the pioneer days, but in late years they have given place to magnificent modern structures designed to perpetuate the most attractive features of the Mission style of architecture. In its sixty years of existence Santa Clara University has matriculated over seven thousand students and graduated nearly five hundred. The university embraces a College of Philosophy, Arts and Letters, an Institute of Law, a College of Engineering and a College of Architecture, while its pre-medical course is soon to be expanded into a College of Medicine. Something of the aims and purposes of Santa Clara University may be gained from the following by Professor Charles D. South:

"The educational system of the institution is substantially that of all other Jesuit colleges and universities. It aims at developing, side by side, the moral and intellectual faculties of the student, and sending forth to the world men of sound judgment, of acute and rounded intellect, of upright and manly conscience."

SAN JOSE STATE NORMAL SCHOOL

The San Jose State Normal School was the first normal to be established by the state of California. In 1862 A. J. Moulder, prominent in the educational life of the Coast and at that time state superintendent of schools, recommended to the California Legislature that an appropriation of $5,000 be made for the establishment of a State Normal School. An act was passed May 2, 1862, establishing the first normal school in the state of California, but cutting the proposed appropriation to $3,000 for its maintenance. The personnel of the first Board of Trustees included Governor Leland Stanford, Surveyor General H. F. Houghton, State Superintendent A. J. Moulder, George Tait and G. Taylor, the last two city superintendents of the schools of San Francisco and Sacramento.

The first Normal was established in a small room belonging to the high school on Powell Street, San Francisco, with a faculty consisting of one and student body of five, with no plant and no training school and with but



SAN JOSE HIGH SCHOOL, ONE OF THE FINEST AND BEST EQUIPPED IN THE STATE AND ONE OF THE FIVE MISSION GRAMMAR SCHOOL BUILDINGS

$3,000 for running expenses. The school was located in San Francisco for some eight years, when by act of Legislature it was permanently removed to San Jose into a splendid new frame structure situated in the middle of Washington Park, a square of land donated by the city for the purpose. Fire destroyed this building and a brick structure took its place. This building was replaced by a reinforced concrete structure. From the tiny beginning the State Normal has expanded to its present generous proportions, consisting of a faculty of thirty-seven and a student body of over nine hundred and a training school of six hundred. To it are allotted some twenty-five acres of land on which are situated buildings to the value of $500,000, and an annual expenditure of $75,000 is required to meet the present needs of a continually growing institution. The buildings upon the spacious grassy court radiate dignity and scholastic elegance and clumps of dwarf palms break the monotony of the wide sweep of lawn inside the enclosed court, and creeping Ampelopsis has begun its climbing way up the tall gothic tower, while stately rows of boxed evergreens stand like perennial sentinels about the paved open corridors.

In the year 1901 admission to the State Normal School was placed on a university basis and since that time only high school graduates and teachers have been eligible for enrollment.

COLLEGE OF THE PACIFIC

The College of the Pacific (until a year ago known as the University of the Pacific) is located in College Park between San Jose and Santa Clara. Its first charter was granted in 1851 and the institution was opened in Santa Clara on May 21, 1852. It was moved to its present attractive location in 1871.

Although bearing the name of university the institution never attempted any distinctly university work. It founded in the late fifties the first medical school in the state. This medical school was incorporated later as the Cooper Medical School of San Francisco, which in turn was acquired by the trustees of Leland Stanford Junior University and now forms the medical department of the last named institution.

The college occupies a campus of several acres two blocks from the Alameda, the old Mission road between San Jose and Santa Clara. The grounds have abundant trees and flowers and the seven buildings are of pleasing architecture. Two of the largest buildings, a ladies' dormitory (Helen Guth Hall), and the gymnasium have been erected within the last three years. The chapel building contains the largest and best pipe organ used for conservatory purposes west of Chicago. The college has a growing library and the laboratories are well equipped for fundamental work in biology, chemistry, geology and physics. The college has recently acquired a tract of land on the Alameda, which will be used for the erection of new college buildings.

The College of the Pacific, while under the patronage of the Methodist Episcopal Church, is in no sense a sectarian institution. It stands for high ideals in life, liberality in thought and a broad culture.

During the present administration the number of regular college students has greatly increased. The faculty is composed of men and women of high special training, most of the heads of departments having received the degree of doctor of philosophy.

LELAND STANFORD JUNIOR UNIVERSITY, FOUNDED BY LELAND STANFORD, STATESMAN AND RAILWAY BUILDER, IN MEMORY OF HIS SON, AT PALO ALTO

LELAND STANFORD JUNIOR UNIVERSITY

Of course, the chief educational institution in Santa Clara County is Leland Stanford Junior University at Palo Alto in the northern portion of the county, established by the late Senator Leland Stanford in memory of his son. Senator Stanford had wealth sufficient to build a university anywhere in the world. He selected the site of the present great institution after mature deliberation and careful investigation. The setting is as nearly ideal as the world affords. The climate is conducive to high efficiency.

President David Starr Jordan, whose guiding hand has directed the destinies of the university since its inception, recently wrote:

"Something of Stanford University is inseparable from the charm of California itself. It could not be in any other setting. The winds of freedom blow over California, the sunshine floods her valleys with light every day in the year, and within her borders life is at its full and nature most glorious. The center of beauty already, California may also be the center of thought and the center of action. Sometime the most lovable, the most gracious of all the states in the Union may become the most enlightened, the most wise. That wisdom and fitness and sweetness and light may have still greater part in the good fame of California in the future through the work of Stanford University is likewise a hope of the people at Palo Alto.

"When the Leland Stanford Junior University opened its doors in 1891, the New York *Mail and Express* expressed the belief that 'the need of another university in California was about as great as that of an asylum for decayed sea-captains in Switzerland.' Its prophecy was that the professors in the new institution would for years to come 'deliver their lectures in marble halls, to empty benches.'

"This satirical prophet is without honor in California. The facts are against him. On the opening day of the new institution there were present in the lecture rooms 465 students. Provision was made at first for 500 students in all. In each of the twenty-one years since then some 400 to 500 new students have entered and each year since 1895 200 to 300 students have taken their degrees. About ten years ago, it was found necessary to limit the women in attendance to 500. The men are now similarly but less rigidly limited to 1,200. To this end, no student is allowed to enter under the burden of conditions, no one stays who cannot or will not do the work required, and no one stays who through dissipated habits or otherwise is a source of lowering influence on the others. The glory of Stanford is in the fine tone of the student body, in which the students have pledged themselves, under 'student control' to cut out their own delinquencies and delinquents and to maintain the highest standard of conduct known to themselves or their teachers.

"For the year 1911-12 the student body numbered 1,758. Of these 207 were graduates; 1,371 were from California. Most of the other states were represented, as well as Japan (twenty), Australia (five), Canada, India, Mexico, China, Holland, Austria, Chile, England, Ireland and Switzerland. The faculty contains fifty-five professors, twenty-one associate professors, thirty-six assistant professors and thirty-four instructors, besides seventy-five special assistants and lecturers.

"Tuition is free in the university because its cosmopolitan character would be lost or modified if a high tuition fee were added to the cost of transportation. In 1900 when a calculation was made it was shown that the average distance of the students' homes from the university was 1,050 miles,

THIS IS THE VALLEY WHOSE REPUTATION IS NOT CALIFORNIAN, NOT CONFINED TO THE UNITED STATES, BUT LIKE ITS FRUIT AND THE SCENT OF ITS BLOSSOMS HAS SPREAD TO FAR-AWAY LANDS. WORLD VISITORS COME TO GLIMPSE ITS BEAUTY, SIP ITS NECTAR AND BREATHE ITS PERFUME

and that the center of distribution for the student body was near the Colorado Canyon. The greatest number of students is from the region about Los Angeles.

"In Stanford University there is no general curriculum or race course over which all must run. The initiative in choice of studies rests with the individual. His own choice will determine the direction of his training, and the further requirements are those deemed necessary to make his choice most effective. The elective system assumes that there is no one course of study best suited for all minds and purposes. The student can arrange his work for himself, under proper advice, better than it can be done beforehand by any committee or by any consensus of educational philosophers. It is better for the student himself that he should make mistakes sometimes, than that he should throughout his course be arbitrarily directed by others. The elective system is the strongest agency in the training of the will. It is therefore a most effective force in moral training."

CHURCHES AND OTHER RELIGIOUS INSTITUTIONS

The following facts, as compiled and written by the Reverend John Walker Dinsmore, DD. LL. D., a well-known citizen of San Jose, will prove interesting to homeseekers who desire to know what religious environments the county offers:

"Among the advantages and attractions which Santa Clara County possesses there is not one which has precedence over its churches and religious institutions. We have here, and at its best, almost every type of religious faith and fellowship—Hebrew, Catholic and Protestant. People of nearly

HALF OF THE NATION'S PRUNE CROP IS THUS DRIED IN THE SUMMER SUN WHICH CURES THE FRUIT I[illegible] THE SANTA CLARA VALLEY. TWENTY-FIVE THOUSAND TRAYS OF PRUNES DRYING IN THE OPEN AIR

PEOPLE OF EVERY RELIGIOUS PERSUASION MAY FIND THOSE OF KINDRED SYMPATHIES

every known creed and communion may here find those who share their views and follow their discipline.

"The Roman Catholic is much the oldest communion in the county. Its priests and parishes, its schools and convents, and its charitable institutions are numerous, strongly sustained. Its history goes back to the Spanish and Mexican days. The Santa Clara Mission dates from 1777, and it has been continuously maintained ever since. Out of it grew Santa Clara University, the oldest institution for the higher education on this Coast. Some other missions and churches in the county are nearly as old as Santa Clara.

"Nearly all types of religion classed under the general name of Protestant are represented in the county. Methodists, Presbyterians, Lutherans, Congregationalists, Baptists, Christians, Episcopalians, Friends, Christian Scientists, and other denominations of almost every known name and variety. Many congregations are very strong, and some of them are very large and have a powerful influence on the community. The oldest Protestant church in the county, and one of the oldest in the state, is the First Presbyterian of San Jose. It was organized October 12, 1849, and has been sustained ever since. The Methodist and Baptist organizations came in but little later. Others came rapidly as time passed by.

"Into the economic, political and social life of this county all good and upright people are welcomed on precisely equal terms. Here people of almost every religious persuasion may find those of kindred sympathies and of like faith and fellowship."

HEALTH AND THE WATER SUPPLY

Dr. William Simpson of San Jose, who has long been health officer of Santa Clara County, contributes the following notes which are a resume of twenty-one years' observations as a health officer of either San Jose or Santa Clara County.

He finds that the county has two distinct climates and that each is ideal for different types of men and women. Local conditions make a marked difference, sometimes within a few miles.

"The north or valley portion of the county skirting the bay, cooled and freshened in summer, and tempered in winter by the ozone-bearing winds from the ocean, offers to the strong and vigorous, the golfer, the tennis player and student, the homeseeker and worker just the stimulus needed to keep him in form and up to his work; but the wind which carries the ozone carries also moisture which, while most valuable to the rancher and his crops, to the small fruit grower and his berries, to the dairyman and his alfalfa, to the vegetable gardener and his products, is too stimulating for the neurasthenic, the asthmatic, the weak and those who need warmth and shelter and protection. For these the eastern and western foothills with their sunny slopes, their freedom from fog and frost offer an equally delightful and equally favorable location. To all alike is offered a climate absolutely free from malaria and where cholera infantum, dysentery and the epidemic diarrheal diseases are so rare that they are practically unknown and never epidemic.

"The dreaded 'second summer' of the eastern and southern sections are unknown to the California-born mother, and the California baby cuts his eye and stomach teeth in ignorance of the troubles of his Eastern cousin.

"For all, water is pure, plentiful and wholesome. Falling as snow in the Sierras or rain in the hills and valleys it is filtered through sand and gravel

LICK OBSERVATORY WHICH CROWNS MOUNT HAMILTON, TWENTY-FIVE MILES FROM SAN JOSE, ONE OF THE WORLD'S FAMOUS OBSERVATORIES

in natural filter beds many feet below the impervious strata which separates it from the surface water, and comes to the surface bubbling with oxygen from the spring or deep well, safe, cool and refreshing. No typhoid in its sparkle, for no germ can reach its source.

"In Alum Rock Canyon, on the San Jose City Reservation, the city's playground, there are more than two dozen mineral springs, each differing in its analysis from the other, equal in medicinal value to those of any resort and each and all absolutely free to the public. At Saratoga in a most beautiful canyon, easily reached, is the Congress Spring only equalled by its namesake in New York, while but a few miles away are the Azule Springs and in the southern portion of the county the Gilroy Hot Springs. There are many others, all assets to the well-being of those who are seeking health and a comfortable old age.

"It is the possibility of outdoor life every day in the year that makes the children of Santa Clara County vigorous, the young men and young women models of strength and beauty and the elders so sturdy and well preserved."

GOOD ROADS IN SANTA CLARA COUNTY

As already indicated, Santa Clara County is abreast with other California counties in the construction of highways. There is perhaps no state in the Union which takes as great pride in keeping up its thoroughfares as the state of California. This state is building trunk lines from the southern to the northern boundaries, and the counties are joining in the general scheme of improvement by renewing and improving all highways within their limits.

These state highways are to be noble roadways, traversing from north to south this imperial state, from the Oregon boundary to the Mexican border.

ACCESSIBILITY OF THE COUNTY

Aside from the splendid highways which thread the county in every direction, Santa Clara County is splendidly equipped with rail transportation, including the Southern Pacific system, the Peninsular Electric Railway and sundry street-car systems which make accessible every part of the county. Hourly service is maintained between San Jose and San Francisco and to points south from San Jose. Reduced rates are in force from Sunday until Monday for week-end visitors. San Jose is connected with practically every town and resort in the county with railway service. The Santa Clara Valley has a network of railway tracks, lines radiating from San Jose in every direction, this city being a railway point and terminal center for all parts of the East and Pacific Coast.

The Peninsular Railway now operates one system, a triangular track, reaching San Jose, Saratoga, Congress Springs, Los Gatos, Campbell, and many other immediate points. The same company also operates a fast electric service between San Jose, Cupertino, Los Altos, Mayfield, Palo Alto and the Stanford University, and this line may eventually be extended to San Francisco.

The "San Jose Railroads" system operates a single mileage of eighty miles and a street mileage of sixty-six extending through the city of San Jose and suburbs, connecting with Santa Clara on the west and extending six miles east of San Jose to Alum Rock Park.

A FEW SAN JOSE MANUFACTORIES. SPLENDID OPENINGS ARE OFFERED OTHERS

OPPORTUNITIES FOR INVESTMENT

The cities of the Santa Clara Valley offer a good market for the installation of manufactories for the making of all kinds of by-products from fruits, fruit juices, fruit pits, tomatoes, wine lees, brewer's malt, etc., also the manufacture of prune butter, jellies, jams, juices, glace fruits, stuffed fruits, catsups, acids, mustards and confections. These, if only started in a small way, would rapidly grow to compete with productions anywhere in the world.

There are fine business possibilities for the building of an electric railway to Lick Observatory on Mount Hamilton and California Redwood Park, State National Park of Big Trees.

Our waste fruit, etc., offer possibilities of development of by-products equal to those developed from petroleum.

Santa Clara Valley needs handlers of fruit in every form who will open new markets in Asia, Australia, and other countries.

MANUFACTURING AND MANUFACTURING OPPORTUNITIES

As might be expected Santa Clara County is the home of some of the largest fruit and vegetable canning plants and dried fruit and fresh fruit packing houses in the United States. This one branch of manufacturing employes many hundreds of persons annually and creates a large share of the wealth of the county.

There are, aside from the canneries and packing houses, some three hundred manufacturing establishments of various sorts in the county, and as yet the manufacturing industry is but in its infancy. The annual output of manufactured products, independent of the horticultural, agricultural and viticultural products classified ordinarily under manufactured goods, is estimated at about $10,000,000. Some seven thousand persons are employed in the various manufactories and the total annual distribution of wages approximates $5,000,000.

Among the distinctive products manufactured on a more or less important scale are wood work, light and heavy foundry materials, horticultural and agricultural machinery and implements, gas engines, pumps, spray pumps, brick, garden pottery, piping, terra cotta, ice, soap, macaroni, wicker and rattan goods, awnings and tents, carriages and buggies, electrical fixtures, gloves, trunks and leather goods, sheet metal products, cigars, distillery products and overalls. One of the largest tanneries on the Pacific Coast is also located within the county.

There are fifteen large fruit and vegetable canneries, twenty packing houses, and a number of large fruit preserving plants.

Conditions were never more favorable for the successful development of manufacturing in the West. Santa Clara has inducements to offer that are well worth serious consideration by any manufacturer seeking a location: terminal freight rates, rail and water transportation, proximity to raw products, cheap fuel and power, ideal living conditions for workers, a climate favorable to efficiency among workers both in the open and in the factory, and practically every inducement that would make for ultimate success.

The citizens of Santa Clara County are eager to aid in the development of various manufacturing industries and to that end will lend every encouragement to legitimate enterprises desiring to locate within the county. Manufacturers willing to demonstrate the worth and possibilities of their proposition will be received courteously and given such encouragement as merit warrants.

SAN JOSE, A CITY OF GREAT COMMERCIAL IMPORTANCE TO THE FUTURE OF CALIFORNIA

TRIBUTES FROM COMPETENT AND NOTED VISITORS

The Santa Clara Valley has attracted tourists from all over the world. Its reputation is not Californian, not confined to the United States, but like its fruit and the scent of its blossoms, has spread to far-away lands. Many visitors who have come to glimpse its beauty, to sip its nectar and breathe its perfume have left indelible expressions of their impressions. Let these few from hundreds suffice to represent the opinions of all who come.

"One of the three most beautiful valleys in the world."—*Bayard Taylor.*

"I have traveled through California, and this last is best of all."—*Admiral Schley, U. S. N.*

"Say for me, as a much traveled man, that this is the richest valley in the world."—*Chauncey M. Depew.*

"Your foothills are like those on the Rhine."—*Dr. Albert Shaw, of Review of Reviews.*

'I thought to find San Jose a country town—instead, a magnificent and beautiful city.'—*Secretary Ellsworth, Century Publishing Co.*

"Prunes! Enough to feed the British army. I am charmed with your valley and mountains. Words cannot describe it."—*Lord Horatio Herbert Kitchener.*

"Nowhere have I seen such combination of the beautiful in nature and so rich in every sense."—*Judge Robert S. Lovett, President Southern Pacific Company.*

"My conception of grandeur, beauty and commercial magnificence is realized in Santa Clara Valley."—*Edward T. Jeffery, President Western Pacific.*

SAN JOSE AND ITS ATTRACTIONS

San Jose, founded in 1782, was the first capital of the state of California under the constitutional government. It was one of the first settlements made by the Franciscan Friars, and the Mission established by them in Santa Clara was a part of the chain of Missions built along El Camino Real, which extended from San Diego on the south to Santa Rosa on the north. The pronunciation is true to the soft Spanish accent which is distinctive; "j" has the sound of "h," and "e" the sound of "a": San-ho-say.

The people of San Jose, the "Garden City of California," are progressive, wideawake, and alert. The city is located in the heart of Santa Clara Valley. From the earliest habitation Santa Clara was selected as an abiding place for the aborigines; in various parts of the valley are mute evidences of the early labor of the Indian mound-builders.

The Indian village on the northern limits of the present San Jose site marked the first congregation of an organized community in this section. With the advance of the civilizing influence of the Franciscan Friars came the selection of a site for a Mission at Santa Clara, three miles farther north.

San Jose is well situated at an elevation of from eighty-four to one hundred and fifty feet; beyond the city limits the rise continues gradually until the foothills and mountains are reached, the latter on either side rising to an elevation of three to four thousand feet.

San Jose is of great commercial importance to the future of California. Its citizens have been doing things with a vim and vigor. Buildings of steel and stone, Class A, from two to nine stories, and others of reinforced concrete, modern in all appointments, have been erected.

ALUM ROCK PARK, A THOUSAND ACRES OF PLAYGROUND OWNED BY THE CITY OF SAN JOSE. WITHIN THE PARK ARE EIGHTEEN DEVELOPED MINERAL SPRINGS OPEN TO THE PUBLIC

There is a feeling of security in the investments because the growth of the city has been gradual; a boom is not in the order of the controlling element of the city's destinies.

Miles of paved streets have been built and are now in the course of construction or contemplated by property owners. The citizens in ten days raised a fund of $147,000 for a Young Men's Christian Association building, and in a like campaign for membership made the Chamber of Commerce a powerful organization for civic improvement and civic betterment, not alone in San Jose but for the entire county. There is a significant co-operative spirit prevailing among all the business centers as well as the rural districts. Alum Rock Park, a free city reservation, is a beautiful natural park of about 1,000 acres, six miles from San Jose, connected by electric line. Here eighteen developed mineral springs of established curative properties are open to the public. The new bath-house in the park cost $80,000 and is the very latest in point of all modern improvements, being equipped with plunge, shower and tub baths. Competent attendants are in charge of the baths. Of a $300,000 bond issue voted by the citizens of San Jose for civic improvements $110,000 was for improvements in Alum Rock Park.

San Jose is a cosmopolitan center and a distributing point for railroads. A network of electric lines and steam railroads center in the city and diverge to every part of California. Ninety-five trains arrive and depart daily, and the Peninsular Railroad, Interurban Electric and the San Jose railroads (electric) connect the city and the rural districts in the valley.

That part of San Jose included actually within the city limits, according to 1910 census, had a population of 28,949, an increase of thirty-four and six-tenths per cent. Through natural growth and the annexation of new districts the population is now approximately 33,000. The census bureau at Washington, D. C., gives the territory known as Greater San Jose a population of 41,738. The metropolitan population, including that territory immediately adjacent to and connecting with San Jose, is estimated at 50,000 people.

San Jose is well supplied with hotel accommodations. It has become known as a "Convention City." The auditorium seats three thousand people. Six banks, substantial in point of finance and building, show clearings that average $2,500,000 per month and actual deposits during a year's time aggregate $50,000,000.

Some of the points of interest for residents and tourists are:

Lick Observatory, built by James Lick, which crowns Mount Hamilton, 4,209 feet elevation, twenty-five miles from San Jose over a beautiful roadway. The donor also endowed the State University Department of Astronomical Research. His remains lie buried beneath the foundations of the telescope. Lick Observatory is reached by daily automobile stage, and luncheon is served at Smith's Creek.

Around the loop to Saratoga, Congress Springs, Los Gatos, Campbell, and San Jose makes a beautiful electric trip of thirty miles.

The site of Santa Clara Mission and original cross planted in 1777, located at Santa Clara. Take car line from San Jose.

The Blossom Route includes a trip through the western part of the valley through Cupertino, Monte Vista, Loyola, Los Altos, Stanford University and Palo Alto.

Linda Vista in the eastern foothills where the San Jose Country Club and golf links are located, a delightful trip.

COURT HOUSE, HALL OF RECORDS, POST OFFICE, COUNTY HOSPITAL, CITY HALL AND CITY AUDITORIUM

SCOTTISH RITE TEMPLE, Y. M. C. A., ELKS' CLUB, ST. CLAIRE CLUB AND COUNTRY CLUB

Copyright 1903, Mrs. Alice Hare

ST. JAMES PARK IN MIDWINTER. THIS PLAYGROUND IS IN THE VERY CENTER OF THE CITY

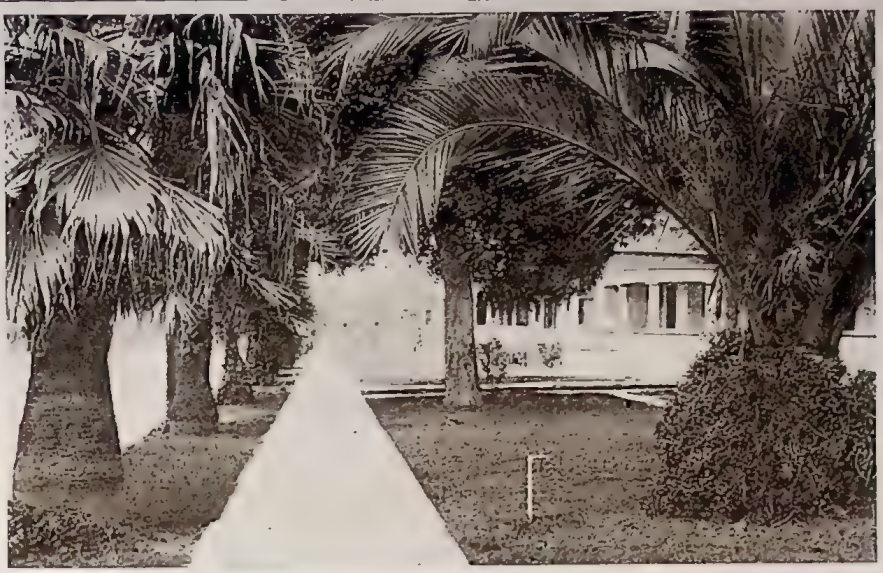
Almaden mines, the famous old quicksilver mines of California. Reached by automobile or drive.

A very pretty eastern electric trip is via Luna Park and Berryessa among the orchards, through to Alum Rock Park.

Santa Cruz Big Trees, twenty-seven miles from San Jose, visited by those coming from the south via Santa Cruz.

California Redwood Park, a state park about twenty miles from San Jose and at present visited by way of Boulder Creek. Immense redwoods. A new roadway from the summit west of Congress Springs will be con-

ODD FELLOWS' HOME, ONE OF THE MANY SUBSTANTIAL PUBLIC BUILDINGS IN THE COUNTY



BEAUTIFUL MODERN HOMES, SURROUNDED BY SPACIOUS GROUNDS AND ARTISTIC GARDENS

structed by 1915 into the Park. Seventy thousand dollars was appropriated by the 1913 State Legislature for the construction of this road.

Gilroy Hot Springs near Gilroy on the main line of Monterey Road south from San Jose. Stages meet the trains.

Uvas, on the L'lagas, in the mountains west of Morganhill and Madrone, a pretty mountain drive. While making this trip it would be well to include Paradise Valley which is a very fertile valley in the same direction.

The city is beautifully decorated with shade trees and palms and there are miles of well-graded streets. St. James Park, in the heart of the city, has a greater variety of trees than perhaps any park in California.

ALVISO, AN OUTING POINT, WHERE ONE MAY ENJOY BOATING, FISHING AND DUCK HUNTING

THE ST. JAMES, THE MONTGOMERY AND THE VENDOME, SAN JOSE'S LEADING HOTELS

A BIT OF A ROSE HEDGE WHICH HAS CLIMBED TO A SECOND STORY HEIGHT

The amusements, theaters, and otherwise, are equal to the requirements. The San Jose Symphony Orchestra composed of fifty-five pieces has become prominent in musical circles in San Jose and throughout Santa Clara County.

PALO ALTO

Palo Alto, a charter city at the gates of Stanford University, is the northern terminal of the Blossom Interurban Route, thirty minutes' ride from San Jose, fifty minutes from San Francisco on the coast line of the Southern Pacific. Seashore, mountains and redwood forests are reached by short trips. Palo Alto, a favored home of San Francisco business men and Eastern families seeking educational advantages, is built among live-oaks. The city has complete sewers, asphalt streets, municipal water and

ROWS OF BEAUTIFUL HOMELIKE BUNGALOWS ARE BUILDING CONSTANTLY

GLIMPSES OF THE ROSE-EMBOWERED HOMES IN THE SANTA CLARA VALLEY. ONE CAN EASILY ACCOUNT FOR THE ENTHUSIASM OF THOSE WHO DWELL IN THE BEAUTIFUL VALLEY

CHARM OF CLIMATE AND BEAUTY OF LOCATION ARE THE INDUCEMENTS OF PALO ALTO

light plant, garbage incinerator, regular dairy inspection, pure water supply, paid health department, expert accounting system in city government, lowest city tax rate in California with two exceptions. Saloons are barred. Manual training, domestic science, physical culture, athletics, art and music are provided in the public schools and an intermediate school has just been established, leading to high school. There are located here also two famous private schools for girls, one for boys, St. Patrick's Seminary. The free city library has 10,000 volumes. Palo Alto is the second largest city in the Santa Clara Valley and is growing steadily. The census of 1900 gave 1,658; 1910, 4,486, and the present population including those at the Stanford Campus is 7,500. The city has a daily paper and a live Chamber of Commerce. Free factory sites are offered on deep waters of

PALO ALTO IS THE SECOND LARGEST CITY IN THE SANTA CLARA VALLEY

ONE OF THE HOMES IN LOS ALTOS, A NEW SUBURBAN TOWN IN THE WOODED FOOTHILLS

San Francisco Bay near the western terminal of Dumbarton bridge. Palo Alto was chosen by the founders of Leland Stanford Junior University, with an endowment of $30,000,000, because they found the climate of this spot to be all the year round the most equable in the world.

LOS ALTOS

Los Altos is a new suburban town in the wooded foothills of the Santa Cruz Mountains, near Palo Alto, and about an hour from San Francisco by railroad. Los Altos is evidently the nucleus of a large home center for San Francisco business men, many of whom already are daily commuters while many others have summer places in the vicinity. By hourly electric service Los Altos is less than fifteen minutes from Stanford University. The town already has several good stores, a modern schoolhouse, electric-lighted streets, water company, telephone exchange, garage, restaurant, transfer company and other conveniences. Scenically, the situation is delightful, on rolling hills, combining woodland and orchards, with a living mountain stream running through the town, and extensive views of the Santa Clara Valley and San Francisco Bay. The climate is typical of the favored foothill region and most of the homes are built to take advantage of the opportunity for outdoor life. The Los Altos Improvement Club is supplied with literature regarding the town, including a road map of the section.

A prominent educational feature is the "Los Altos School and Junior College," an open air school for boys and young men, recognized for its efficiency and commended highly. Los Altos is located on the Southern Pacific railroad, with direct service to San Francisco and may be reached from San Jose by both electric and steam roads. It is an ideal home city.

LOS GATOS COMMANDS THE SPLENDORS OF THE MOUNTAINS AND BEAUTY OF THE VALLEY

LOS GATOS

Los Gatos, in the foothills ten miles southwest of San Jose, has a population in excess of 3,500 and it is growing rapidly. It has been aptly described as the Gem City of the Foothills. It is rich in scenic prospects that

EPISCOPAL CHURCH AND CARNEGIE LIBRARY, LOS GATOS, THE GEM CITY OF THE FOOTHILLS

THE SAN JOSE COUNTRY CLUB AND GOLF LINKS ARE LOCATED IN THE LINDA VISTA DISTRICT

command the splendors of the mountain and the tranquil beauty of the valley. Beneath its commanding elevations lies the semi-tropic valley of Santa Clara, resplendent in verdure and rich in orchard and garden wealth. The fruit industry supports large canneries and drying plants. The town has good streets and many artistic homes, a first-class hotel, good schools, a library, many churches, and a Chamber of Commerce. No saloons. Los Gatos is on the State Highway from San Francisco to Santa Cruz.

THE LINDA VISTA DISTRICT

Linda Vista District is one of the most progressive, healthful and cultured sections in the county. The Linda Vista Improvement Club, maintained unanimously by its citizens, is a live active body, and irrespective of personal interests the members volunteer their services and their activities and have accomplished splendid results. Linda Vista is a delightful section in the eastern foothills, largely in the frostless thermal belt, overlooking the entire valley, within twenty minutes' ride from San Jose.

The San Jose Country Club and golf links, established in 1912, are located in the Linda Vista District at about 350 feet elevation; an ideal club with a large membership and a perfect equipment, including golf links.

A HOME IN THE LINDA VISTA DISTRICT, A DELIGHTFUL SECTION IN THE EASTERN FOOTHILLS

SANTA CLARA, A PROGRESSIVE TOWN, IS THE HOME OF SANTA CLARA UNIVERSITY

SANTA CLARA

Santa Clara, home of the famous Santa Clara University, owns its own light, power, and water plants. It is the center of a great seed-growing industry and has the largest planing mill on the Pacific Coast, giving employment to a thousand men. The town is the center of an active shipping industry, and boasts of the largest green fruit packing-house in the world. The Santa Clara Mission, founded by Father Junipero Serra in 1777, is a place of much interest. The town has many beautiful residences and the population consists of a desirable class of people. The business center of Santa Clara is less than four miles from the business center of San Jose.

CAMPBELL

Campbell is located in the heart of the orchard district four miles southwest of San Jose on the interurban railway. This city has the distinction of fostering the largest drying plant in the world, where twenty-five thousand trays of fruit can be placed on the ground at one time. It is proud of its dried fruit packing-houses and cannery which send to the markets of the world the finished product in fruits of Santa Clara Valley. The citizens of Campbell have a well-organized Board of Trade. No saloons.

ONE OF SANTA CLARA'S MANUFACTURING PLANTS WHICH EMPLOYS A THOUSAND MEN

GILROY IS THE COMMERCIAL CENTER OF THE EXTREME SOUTHERN SECTION OF THE VALLEY

GILROY

Gilroy, in the southern end of the county, is the business center of a rich and productive territory containing about 7,000 people and devoted to the production of prunes and other fruits, berries, vegetables and alfalfa, to dairying, raising cattle, hogs and poultry, and to large seed farms.

The famous Gilroy Hot Springs, Magic Spring, Redwood Retreat and other resorts are near. Excellent schools, good stores, churches, lodges, clubs, beautiful shady streets and the advantages of a live town are afforded at Gilroy. Its water and lighting systems are municipally owned.

Gilroy is the commercial center of the extreme southern section of Santa Clara Valley and has a wonderful future for development. It appeals to every class and is strictly cosmopolitan.

It possesses many good buildings including two banks, a fine city hall, and a new high school.

The Gilroy Chamber of Commerce has been a most active agency in the upbuilding of that section and is one of the livest commercial organizations in the county.

The State Highway passes through Gilroy.

THE GILROY HIGH SCHOOL, TYPICAL OF THE PUBLIC SCHOOL BUILDINGS OF THE COUNTY

SUNNYVALE MANUFACTURING INDUSTRIES REPRESENT A MILLION DOLLARS IN INVESTMENT

SUNNYVALE

Sunnyvale is eight miles northwest from San Jose and nine miles southeast from Stanford University, on the double track, main line of the Southern Pacific railroad, forty miles from San Francisco, elevation ninety-three feet. Manufacturing industries representing over $1,000,000 are established. Sunnyvale is the shipping center of the west side of the great Santa Clara Valley, and an ideal residence section. No saloons.

The town was incorporated December 24, 1912, and its northern limits were extended to the shore of San Francisco Bay. It is expected that Port Sunnyvale will develop coincidently with Port San Jose, as the two municipalities lie adjoining each other on the south bay.

Sunnyvale has earned the sobriquet of "The City of Destiny" because of the activity of its citizens in inducing large manufacturers to build within its limits and its future is assured. It has a bank, a live Chamber of Commerce, and its citizens are equal to any occasion which may arise, having demonstrated in the past their ability to accomplish results in co-operative work.

ONE OF THE MANY BIG MANUFACTURING PLANTS AT BUSY SUNNYVALE

BANK OF MAYFIELD, A THRIVING TOWN LOCATED NEAR STANFORD UNIVERSITY

MAYFIELD

Mayfield has a population of 2,500 and closely adjoins Stanford University. It is located on the State Highway extending from San Francisco to San Jose, and has many fine homes and business blocks.

The electric and steam service give it ample communication with all California. It has a very active Chamber of Commerce. No saloons.

MILPITAS

Milpitas is one of the largest shipping stations of the smaller cities in Santa Clara County. Its dairy interests have reached immense proportions and are rapidly increasing, 250 cans of milk or about 2,500 gallons being shipped daily. Many varieties of early vegetables, fruits and berries are a large part of the consignments to outside merchants. To the eastward among the foothills are grown early peas and beans which are marketed in the months of February, March and April before vines have attained growth in many sections outside Santa Clara Valley. The California Fruit Canners Association leases two thousand acres or more and operates a canning plant for peas. Seeds are also grown to advantage and profit. Milpitas is located near to San Francisco Bay and enjoys cool nights and equable climate. It has a live, active Chamber of Commerce, a bank and its business interests are rapidly growing.

A DAIRY HERD NEAR MILPITAS. TWO HUNDRED AND FIFTY CANS OF MILK ARE SHIPPED DAILY

SARATOGA HOLDS AN ANNUAL BLOSSOM FESTIVAL RIVALING THE CHERRY FESTIVAL OF JAPAN

SARATOGA

Saratoga, in the western foothills, is about ten miles from San Jose on the Peninsular Electric system. It is 450 feet elevation, and each year during the month of March the annual "Blossom Festival" occurs, which, like the cherry festival of Japan, has earned for Saratoga a merited recognition.

It is a city of homes nestling in the foothills, and words are inadequate to describe the scenic effects from this gem of the valley. From its elevation one may look out over the valley where eight million fruit trees are in bloom, and revel in nature's most beautiful landscape.

It has a very active Improvement Association. No saloons.

BERRYESSA

Berryessa, bordering on the eastern foothills and directly connecting with the Linda Vista District, is a village with a general store and is virtually a suburb of San Jose, being in close proximity and directly on an electric line which runs through to Alum Rock Park. The Berryessa Improvement Club is one of the live organizations of that district. The section is devoted to early vegetables and fruits. The land about this district is especially productive and produces the choicest fruits and early peas, beans and other vegetables. No saloons.

ONE OF THE LARGE FRUIT CANNING ESTABLISHMENTS AT BERRYESSA

MORGANHILL, A THRIVING TOWN IN THE MIDST OF A RAPIDLY GROWING ORCHARD SECTION

MORGANHILL

Morganhill is an orchard city twenty miles south of San Jose on the main line Southern Pacific railroad and on the State Highway. It is a rapidly growing orchard section and has an active Chamber of Commerce and Woman's Club. It has a bank, packing-houses, canneries and many stores which carry a large assortment of commercial commodities. Its Board of Trade is a thriving organization and the city has no saloons. There is land for development in the surrounding country as well as in the foothills adjoining Morganhill. Many of the large holdings are being subdivided, and this section offers opportunities to the man of moderate means to secure a home.

AGNEW

Agnew, in the central portion of the valley on the Southern Pacific railroad, is in the artesian belt where flowing wells are found at an approximate depth of 300 feet.

Within the limits of this section is located one of the largest state institutions in California. Here also is the Western Grain & Sugar Products Company operating a distillery, the largest west of the Rocky Mountains. This distillery produces 12,000 barrels of denatured alcohol yearly and 24,000 barrels of the highest grade of alcohol manufactured in the United States. These barrels have an average capacity of fifty gallons, making a total of 1,800,000 gallons. The company also operates its own cooper shops which turn out 36,000 oak-wood barrels of finest quality. Eighty-five men are employed the year round.

The United States Internal Revenue employs seven gaugers and store keepers continually on the premises.

The Western Grain & Sugar Products Company also operates the Western Carbonic Gas Company, which supplies about one-third the carbonic gas used West of the Rockies for use in the manufacture of soda water. Nine fermenting tanks hold 24,000 gallons each, and four tanks hold 600,000 gallons of molasses from which the alcohol is distilled. The plant operates continuously and the net returns to the Government at $1.10 per proof gallon amounts to $11,000 per day when the stills are in operation. The town of Agnew has no saloons.

MOUNTAIN VIEW

Mountain View, an incorporated city, lies in the northwestern part of Santa Clara Valley, two miles from San Francisco Bay, three miles from the western foothills and mountains, on the main line, Coast Division, Southern Pacific railroad. The city is thirty-six miles from San Francisco, eleven miles from San Jose, and six miles from Stanford University.

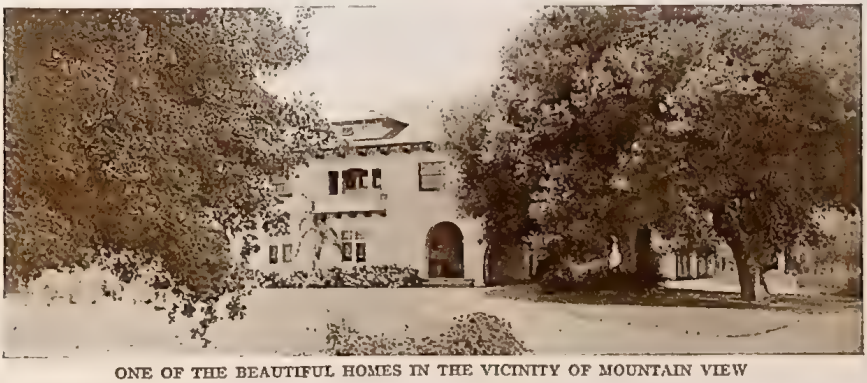
Mountain View is electrically lighted and has a municipally owned water system with an abundance of good soft water; excellent telephone service.

The population is 2,000, and that of the tributary country 8,000. Large hay and grain ranches surrounding have been subdivided during the past few years into tracts of five, ten, and twenty acres, which have been improved with residences and orchards. Hundreds of attractive homes give the country in the vicinity the appearance of a continuous town. Fruit growing is the chief industry of the rural population. In the town there are fifty or more business houses, representing nearly all classes of trade. The banks of Mountain View are solid and substantial institutions. One weekly newspaper, the *Register-Leader*, is progressive and ably edited, and the town has a wideawake Board of Trade.

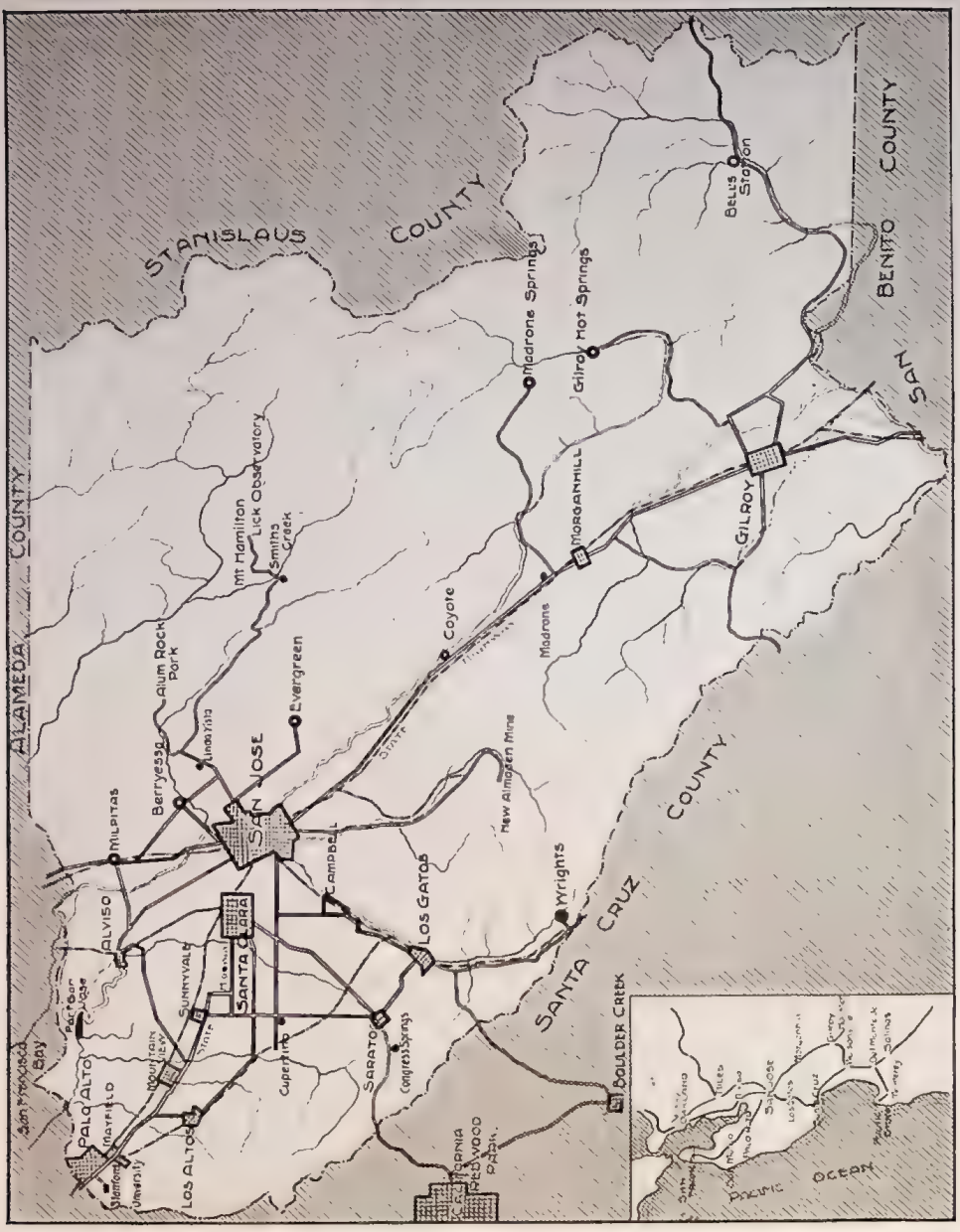
The Pacific Press Publishing Association, one of the largest printing and publishing establishments west of Chicago, is located in Mountain View. Its home is a magnificent structure covering more than one acre of ground, in a beautiful five-acre plot. It employs, usually, about one hundred people and has a payroll running into thousands of dollars monthly.

* * * *

Coyote, Alviso, Evergreen, Madrone, Rucker, Edenvale, San Martin, Alma, Monte Vista, and Wrights are pretty villages.



ONE OF THE BEAUTIFUL HOMES IN THE VICINITY OF MOUNTAIN VIEW



A SUMMING UP

Here are some of the things Santa Clara County has:

Largest fruit canneries in the world.
Largest fruit packing-houses in the world.
Largest fruit drying ground in the world.
Largest endowed university in the world.
Largest seed farms in the world.
Largest quicksilver mines in the world.
Largest brick plants in the west.
One hundred and four public school buildings worth $1,000,000.
The largest convention hall in the state, seating capacity 3,000.

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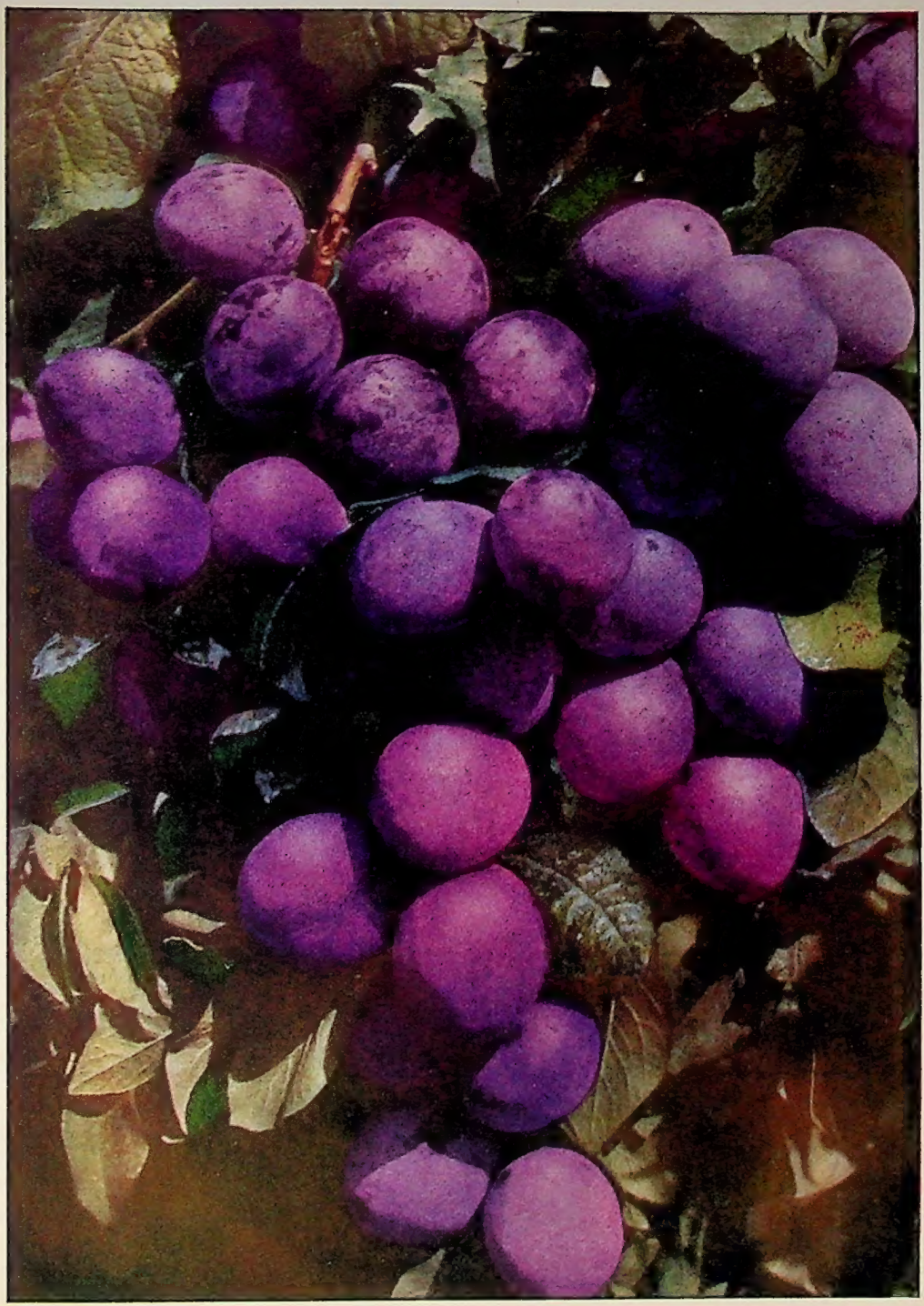
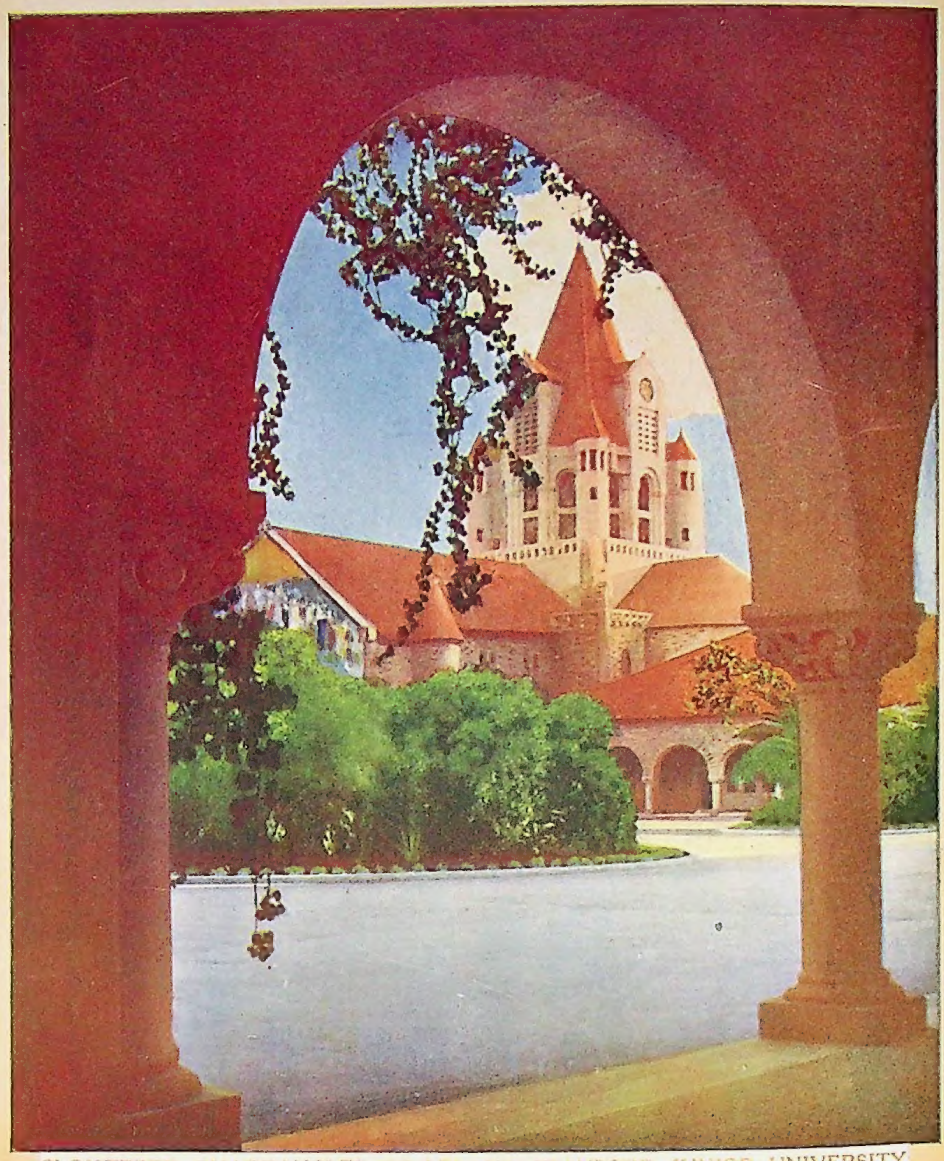


"NO OTHER SINGLE FRUIT OF ANY REGION, NOT EVEN THE FIG OF SMYRNA, THE DATE OF TUNIS, THE OLIVE OF SPAIN, OR THE CURRANT OF GREECE, IS SO WIDELY DISTRIBUTED AS THE PRUNE OF THE SANTA CLARA VALLEY."

Santa Clara County
California

"THE VALLEY OF HEART'S DELIGHT"



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